Note for Robinson, Yvette

2040578111

From: Person, Claire

Date: Thu, Aug 31, 1995 5:38 PM

Subject: FW: Club Benson & Hedges/Atlanta

To: Robinson, Yvette

SOME MORE READING...

From: Laufer, David on Thu, Aug 17, 1995 4:16 PM
Subject: RE: Club Benson & Hedges/Atlanta
To: Broeman, Ina; Merlo, Ellen; Moore, Edna; Turner, Henry; Walls, Tina
Cc: Anise, Roy; Carraro, Tara; Daragan, Karen; Doherty, Mary; Ferrin, Robert; LeVan, Suzanne; Mahan, Michael; Murphy, Virginia; Person, Claire; Poole, Laura

2040578111 A

I think the B&H message is particularly appropriate there, and now.

From: Moore, Edna on Thu, Aug 17, 1995 3:08 PM
Subject: FW: Club Benson & Hedges/Atlanta
To: Broeman, Ina
Cc: Anise, Roy; Daragan, Karen; Doherty, Mary; Ferrin, Robert; Laufer, David; LeVan, Suzanne; Mahan, Michael; Murphy, Virginia; Person, Claire; Poole, Laura

2040578111 B

Ina, Henry Turner still has some concerns about taking Club B&H into Atlanta for the Arts Festival, as highlighted below. The Atlanta Arts Festival is an international event focusing contemporary and new artists, with attendance of more than 2MM. It is Atlanta's largest event which is free to the public, held in Piedmont Park and Mid-town Atlanta,

With this e-mail, I am soliciting the advise of Brand and Media Affairs before we make a final decision about Atlanta. I will keep you posted.

From: Turner, Henry on Thu, Aug 17, 1995 2:48 PM
Subject: RE: Club Benson & Hedges/Atlanta
To: Moore, Edna
Cc: Walls, Tina

2040578111 C

Edna, There is no impact of our participation in the event from a State or Local legislative perspective so as long we adhere to the State and Local laws regarding smoking. I am sure that there will be a story about what we will be doing, but we deal with stories like that every day.

BUT, I think the decision has to be made, do we want that level of exposure in Atlanta given what is going on right now with FDA ect. Atlanta is the home of the CDC and the National HQ of the American Cancer Society and given the national media focus right now (CNN IS HQ IN ATLANTA), what is done locally here will go National. Thanks and let me know if I can help.

From: Moore, Edna on Wed, Aug 16, 1995 5:51 PM
Subject: Club Benson & Hedges/Atlanta
To: Turner, Henry
Cc: Anise, Roy; Broeman, Ina; Daragan, Karen; Doherty, Mary; Ferrin, Robert; LeVan, Suzanne; Mahan, Michael; Murphy, Virginia; Person, Claire; Poole, Laura; Walls, Tina

2040578111 D

Source: https://www.industrydocuments.ucsf.edu/docs/fkdn0004